

ABSTRACT

A method of targeting potential customers with printed advertising media of a seller includes the steps of a) identifying a customer base of a plurality of video product-rental establishments, b) determining customer demographic criteria corresponding to the customer base of each establishment, c) determining seller demographic criteria corresponding to the seller's printed advertising media, d) calculating a desired advertising coverage area of the seller e) selecting the video-rental establishments in the desired coverage area whose customer base has customer demographic criteria that match the seller demographic criteria, and f) providing each selected video-rental establishment with the seller's printed advertising media, where the printed advertising media is adapted to attach to an enclosure of the video product so that the potential customers in the customer base are exposed to the seller's printed advertising media.